

An abstract graphic on the left side of the image consists of a teal-colored outline that forms a large, irregular shape. Inside this shape, there are several clusters of small teal dots of varying sizes, creating a textured effect. The graphic extends from the top left towards the bottom center of the frame.

LIKE THE PRICE.
LOVE THE DESIGN.

DISCOVER **MOTEL ONE**





AFFORDABLE LUXURY

Our guests enjoy finest Egyptian cotton sheets and top of the range box-spring beds, experiencing a truly exceptional environment of designer furniture and recognised brands at a fair price point – our idea of affordable luxury – starting at € 59.

HIGH QUALITY MATERIALS

- Box-spring bed
- Egyptian cotton
- Dark granite
- Organic amenities
- Fluffy 600g towels

RENOWNED BRANDS

- Artemide lights
- LG 43" Flat-screen TV
- Dornbracht bath fittings
- Hansgrohe raindance shower
- Freifrau relax chair
- B&B Italia desk





MEDIA & LITERATURE IN
BERLIN-SPITTELMARKT



UPCYCLING IN
AMSTERDAM-WATERLOOPLEIN



THE HIGHLANDS IN
EDINBURGH-ROYAL

NEIGHBOURHOOD

We like each hotel to be different. Our hotels each have a unique design and feature different furniture. We care about the local environment and work with local artists and craftsmen to engage with the "neighbourhood story".



HISTORY OF THE POST OFFICE IN
LEIPZIG-POST



MOTEL ONE
BERLIN-ALEXANDERPLATZ

LIFESTYLE

Designer lounges, free Wi-Fi and communal work spaces create an intimate and functional environment that caters for the changing tastes of modern travellers.

Our dedication to the highest quality and service is visible in our stylish bars, open to everybody around the clock. Guests can choose from a wide range of high-quality spirits, regional selections of wine and beer as well as an exclusive menu with a selection of minimum 40 top gins, carefully hand-picked with a focus on regional distilleries.



MOTEL ONE GLASGOW



MOTEL ONE BASEL



MOTEL ONE PARIS-PORTE DORÉE



MOTEL ONE
MUNICH-PARKSTADT SCHWABING



MOTEL ONE
BERLIN-UPPER WEST



MOTEL ONE
BARCELONA-CIUTADELLA



MOTEL ONE
LEIPZIG-POST



CLOUD ONE BAR

Set against the city's skyline our Cloud One Bar provides the perfect place for a sundowner or a late night in a relaxed atmosphere and offers multiple ways to unwind as you enjoy an evening above the city.



MOTEL ONE WARSAW-CHOPIN

WORKSPACES

With 24/7 coffee, free WiFi and designer furniture, our workspaces provide the perfect environment to catch up on your business or be creative. Some of our hotels also have meeting rooms that guests can book for meetings that require more privacy.



MOTEL ONE ZURICH



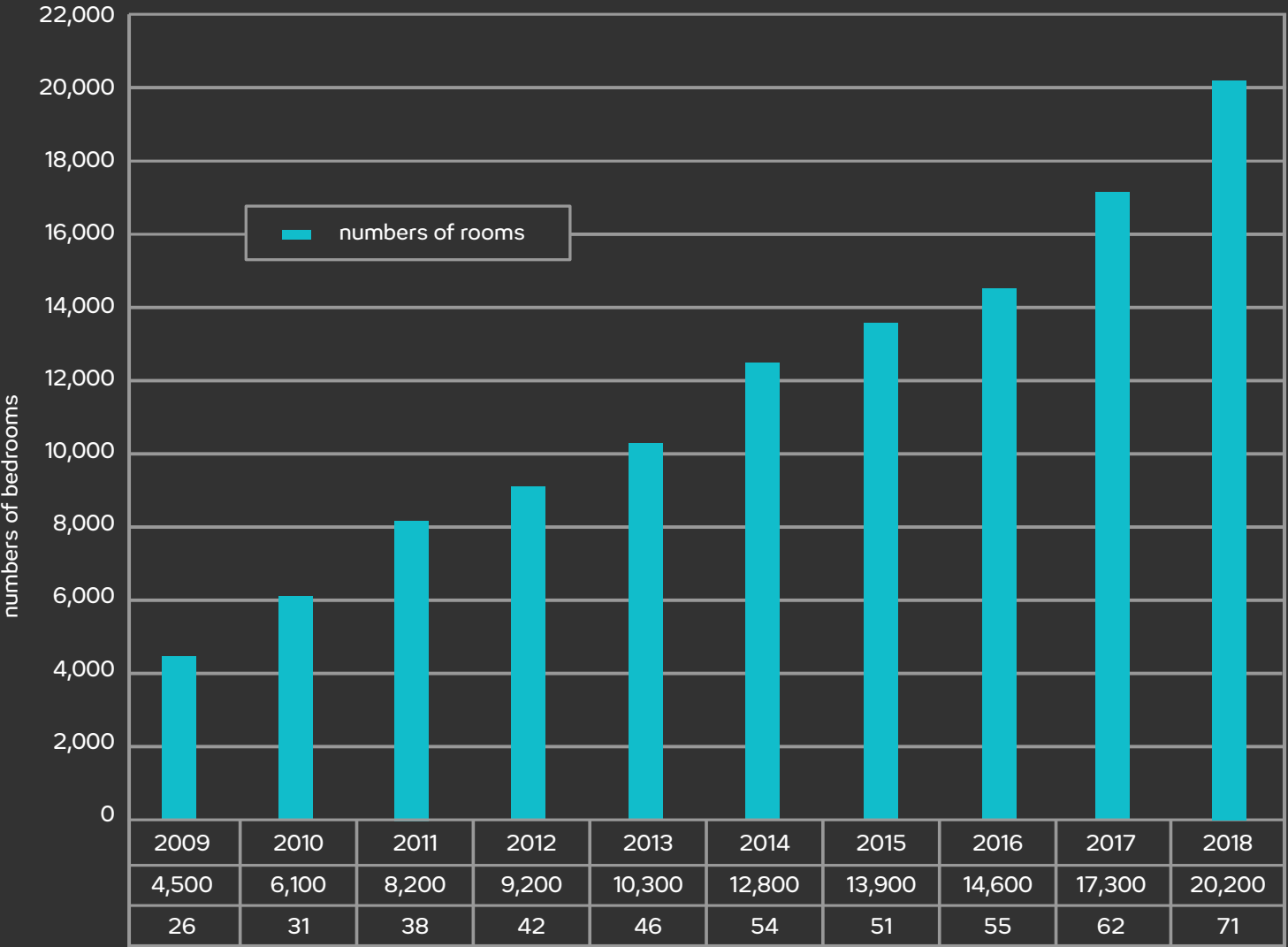
MOTEL ONE PARIS-PORTE DORÉE



MOTEL ONE BERLIN-SPITTELMARKT

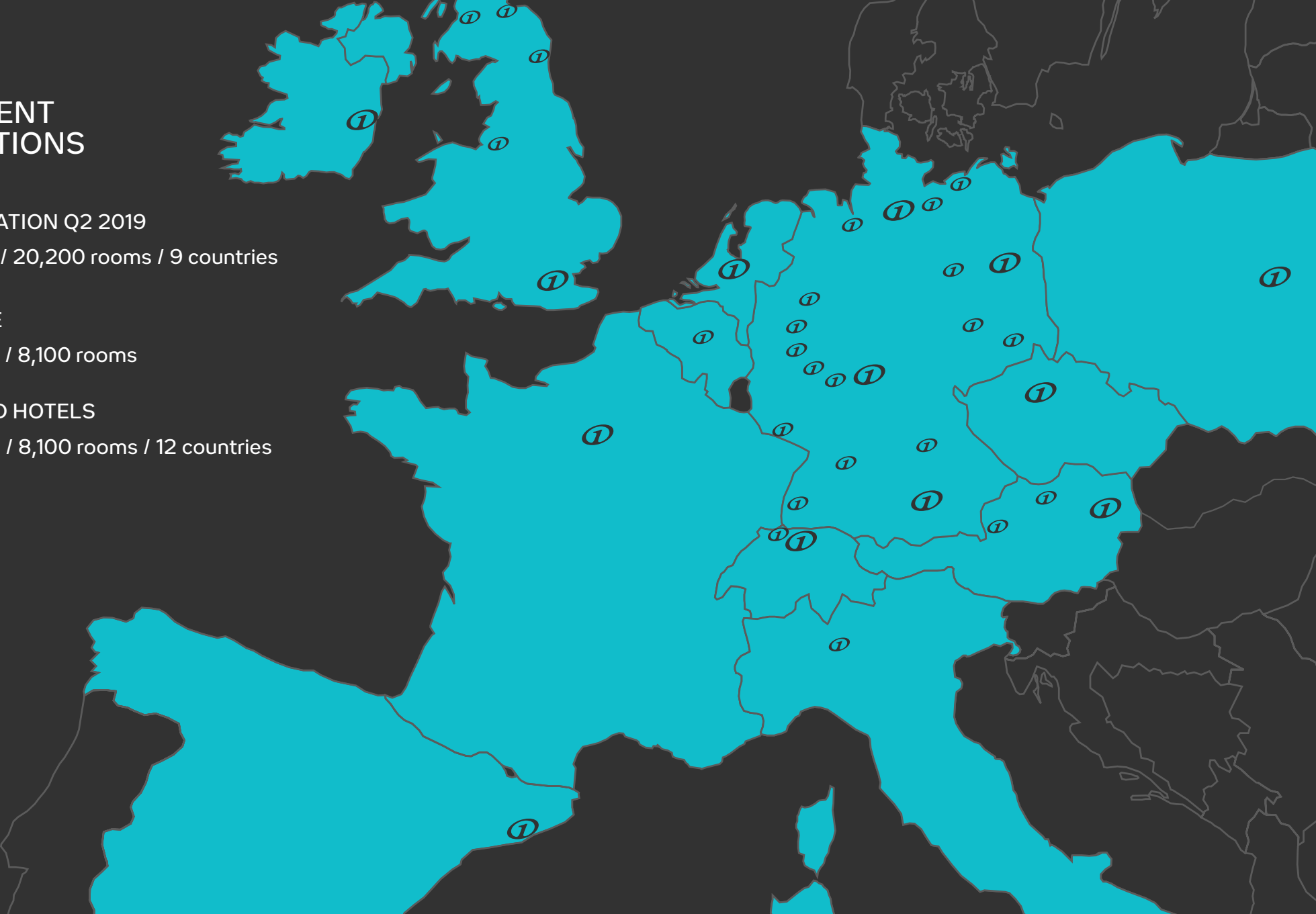
FACTS & FIGURES

Motel One has successfully established its brand in major European cities including London, Berlin, Amsterdam, Prague, Brussels, Vienna, Barcelona, Paris, Zurich and Warsaw.



CURRENT LOCATIONS

- IN OPERATION Q2 2019
71 hotels / 20,200 rooms / 9 countries
- PIPELINE
27 hotels / 8,100 rooms
- SECURED HOTELS
98 hotels / 8,100 rooms / 12 countries





EXPANSION

In its international expansion Motel One focuses on locations

- in major cities
- in city centres
- with excellent public transport

QUICK CHECK

SITE

- New build
- Conversions
- Single or mixed-use developments

SPACE REQUIREMENTS

- Gross floor area 27 – 30 m² per bedroom (including all front of house and back of house areas)
- Minimum GFA 3,000 m²

EXAMPLE OF A 300-BEDROOM HOTEL

- Front of house: 540 m²
- Back of house: 265 m²
- 3 guest elevators

All areas without corridors, staircases and technical rooms

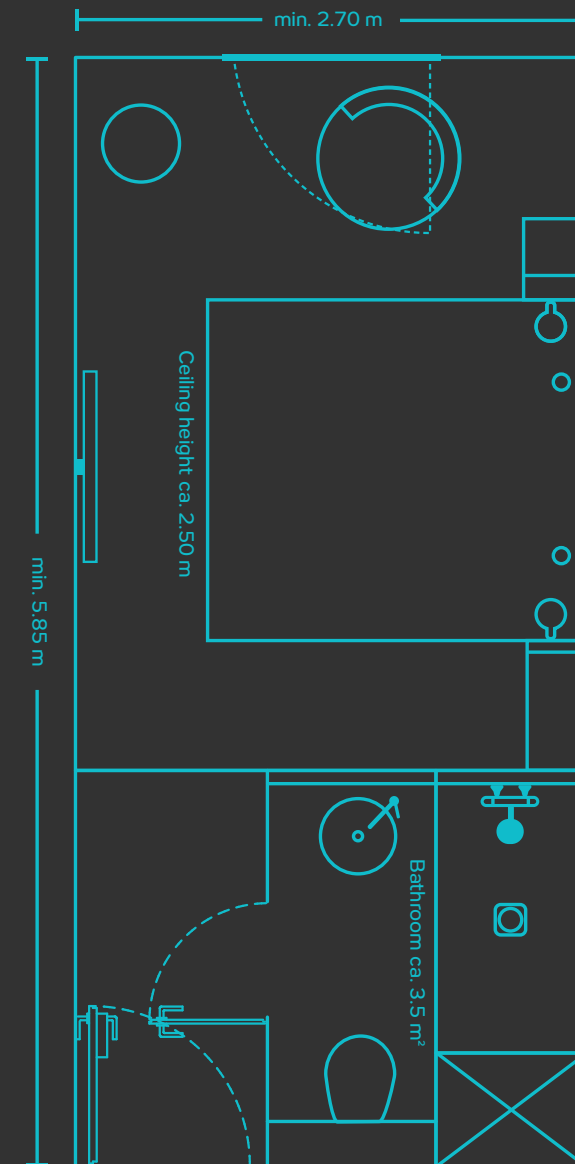
FORM OF CONTRACT

- Purchase
- Lease
- Joint venture

STANDARD ROOM

- Net internal area 16 m² per bedroom
- Including 3.5 m² bathroom
- Flexible room layout

STANDARD ROOM LAYOUT



RECENT SELECTED
AWARDS & RATINGS

- AWARDS

2019:

“Leading Employer 2019” awarded by 3.works GmbH & DIE ZEIT

“German Brand Award Gold 2019” category: “Excellent Brands – Tourism”

“Best Value for Money 2019” awarded by YouGov, Handelsblatt

2018:

“Germany's Best Budget Hotel” awarded by German Institute for Service Quality for the fifth time

“Most wanted Investment Partner" awarded by Treugast Solution Group

2017:

“German Brand Award” in the category Brand Innovation of the Year & Industry Excellence in Branding 2017

“German Service Prize” in the Tourism category, awarded by German Institute for Service Quality

2016:

“Best Employer in the Hospitality Industry Award” received from Focus Magazine & kununu for the second time

“Lifetime Achievement Award” for Dieter Müller awarded by International Hotel Investment Forum

“Entrepreneur of the year” for Dieter Müller & Ursula Schelle-Müller awarded by Ernst & Young
- RATINGS

2018:

AAA rated in the Investment Ranking by Treugast Solutions Group for the tenth time since 2008

“Bundesbank Rating” equivalent to S&P or FITCH Investment Grade A-

INVESTMENT PARTNERS

COVIVIO

LASALLE
INVESTMENT MANAGEMENT

Real I.S.

AXA Real Estate
An AXA Investment Managers Company

SWISS PRIME SITE

AberdeenStandard
Investments

württembergische
Ihr Fels in der Brandung.

ALTE LEIPZIGER
ZUKUNFT BEGINNT HEUTE.

CBRE
GLOBAL
INVESTORS

COMMERZ REAL
Commerzbank Gruppe

PATRIZIA
WERTE. ENTSCHEIDEN.

Union
Investment

MOTEL ONE GROUP
FINANCIAL SUMMARY

KEY PERFORMANCE METRICS	2011	2012	2013	2014	2015	2016	2017	2018
No. Hotels	38	42	46	54	51	55	62	71
No. Rooms	8,193	9,221	10,293	12,822	13,887	14,583	17,387	20,160
- Owned rooms	3,222	3,757	3,310	3,563	2,493	2,984	2,974	3,655
- Owned rooms in %	39%	41%	32%	28%	18%	20%	17%	18%
Occupancy	70%	73%	75%	75%	75%	77%	77%	77%
Rev per Room sold	€ 73	€ 76	€ 78	€ 81	€ 88	€ 89	€ 91	€ 95
P&L STATEMENT (TEUR)								
Revenue	134,763	174,561	205,460	256,358	321,697	357,411	400,818	487,148
EBITDA	44,210	62,217	72,553	81,219	96,617	111,036	121,771	150,250
EBIT	27,756	39,696	50,353	54,290	69,880	79,952	87,328	92,100
Operating profit	23,365	33,913	43,544	50,490	63,743	72,213	80,625	83,787
Capital gain on hotel properties	0	0	25,988	20,458	35,712	56,265	9,311	0
EBT	23,365	33,913	69,532	70,948	99,455	128,478	89,936	133,490
Tax	-8,392	-13,016	-18,748	-21,570	-22,004	-36,865	-31,301	-29,040
Net Profit	14,973	20,897	50,784	49,378	77,451	91,613	58,635	104,450
BALANCE SHEET (TEUR)								
Fixed Assets	267,951	314,684	346,415	428,703	436,443	535,590	643,033	700,553
Net Working Capital	26,273	32,180	36,626	55,881	55,595	-14,339	73,354	-4,010
Net Debt	91,120	111,270	82,739	94,909	48,864	153,063	173,972	215,124
Equity	150,558	171,234	227,050	277,913	331,984	396,866	395,707	489,439
Net Debt / EBITDA	2.1	1.8	1.1	1.2	0.5	1.4	1.4	1.4



MOTEL ONE ENVIRONMENT

A number of our hotels are certified
by leading assessment methods such
as BREEAM, LEED and DGNB.

MOTEL ONE LONDON-TOWER HILL

BREEAM – Excellent

291 Rooms

New construction in the heart of
London's financial centre in the
City of London, just a half mile
from Tower Bridge and the Tower
of London.

MOTEL ONE AMSTERDAM-RAI

BREEAM – Excellent

The first hotel in the Netherlands
to be awarded the
BREEAM – Excellent certificate
(Source: Dutch Green Building Council)

320 Rooms

New construction, located opposite
the Amsterdam RAI Exhibition and
Convention Centre.





MOTEL ONE WIEN-STAATSOPER

400 Rooms

Conversion of a listed property from the turn of the century (19th / 20th century), situated next to the Opera House in the 1st district of Vienna.

MOTEL ONE EDINBURGH-ROYAL

208 Rooms

Conversion of a historical building from the 16th and 18th century; part of Edinburgh's Old Town, a UNESCO world heritage site.





MOTEL ONE BERLIN-POTSDAMER PLATZ

239 Rooms

New construction – integrated in the Mall of Berlin, situated on Leipziger Platz and directly opposite the German Bundesrat (federal council) in the Mitte district.

MOTEL ONE BERLIN-UPPER WEST

DGNB certified

582 Rooms

New construction opposite the Kaiser Wilhelm Memorial Church in the heart of Berlin's City West; mixed-use project with Motel One as anchor tenant from the ground to the 17th floor and a roof terrace on the 10th floor.





MOTEL ONE
PARIS-PORTE DORÉE

255 Rooms

New construction of a sustainable,
innovative building with ideal
accessibility to public transportation.

MOTEL ONE
ZURICH

394 Rooms

Conversion of the historic post building
situated in Zurich's city centre
close to the "Paradeplatz" and the
famous "Bahnhofstrasse".



THE **one** FOR YOU

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